

MINUTES
NORCAL HUNTER JUMPER ASSOCIATION
Board Meeting 2019/5
August 12, 2019

Meeting commenced at 3:02pm

I. ROLL CALL:

- a. Archer, Borges, Geffken, Hayes, House, Kalember, Lampton, Lambert, Maddox, Orlin, Rattigan, Runk

II. SPONSOR REVIEW

- a. These are the people we should say thank-you to when we see them:
 - i. See current list of [confirmed Sponsors](#)

III. MINUTES June 10 Meeting.

- a. [See minutes.](#)

IV. FINANCIAL REPORT (Borges)

- a. Financial documents now available online ([See 2019 financials](#)).
 - i. Borges noted advertising expense is up 100% because of Ryan Polli's social media work
 - 1. Results from this are positive and recognized by board members and members alike
 - ii. Borges noted that Medal Finals sponsorship will be an upcoming task
 - 1. Items to aide in gaining support for medal finals sponsorship
 - a. Info sheet for potential sponsors
 - b. Potential change in arena signage
 - i. Increase in sign size
 - c. Add sponsors to scoreboard

V. NEW BUSINESS

- a. Reserved places in annual NorCal Clinic for... (Kalember)
 - i. Kalember noted that many NorCal junior members are also IEA members
 - 1. Kalember referenced the sportsmanship award that IEA gives
 - a. Kalember proposed the idea of guaranteeing 1 spot in the NorCal clinic to someone who has received this award

- b. Lampton suggested the NorCal make a more formalized policy for reserved spots at the annual clinic
 - i. Reserve 1 spot for IEA or EAP
 - ii. 2 spots reserved for sponsors
 - 1. Top-tier sponsors?
 - iii. 1 spot for board members
 - iv. 2 spots for clinic host
 - v. We could raffle these off first, if no interest they could go back into the general pool
 - vi. Hayes noted that we can probably designate more, especially with the Thurs/Fri groups (less attended)
 - vii. Hayes to analyze how many spots we have overall and revisit idea at the next meeting
 - viii. Anyone who applies for reserved spots and did not get chosen would go back into general pool
 - ix. We can publicize/standardize this policy and make it clear as to how we do our lottery
- b. USHJA Zone 10 interaction with NorCal members (Kalember)
 - i. Kalember notes that Zone 10 is looking for ways to help NorCal members
 - i. Questions regarding Las Vegas show rankings and how to qualify
 - ii. Kalember noted that NorCal highlights will be included in upcoming Zone 10 e-blast
 - 1. trainer symposium
 - 2. info regarding the clinic and medal finals

VI. OLD BUSINESS

- a. Change in Bulletin format (Lampton)
 - i. Digital vs. Print Format
 - ii. Estimate from Ryan Polli:
 - 1. * one time cost of \$200-\$250 + \$40/mo for updates
 - 2. First issue would be an e-blast that lands in inboxes (not external site)
 - iii. MOTION- invest \$250 for setup plus \$40/mo in addition to the print,
 - 1. Lambert seconds
 - 2. Unanimous In favor of motion.

- b. Remove requirement that a horse show have a USEF rating before we consider their application to be a NorCal rated show? (Lampton)
 - i. Lampton notes that the urgency of this issue has gone away as Fackrell no longer wishes to have her show be NorCal for this year
 - ii. Update on discussion with Polly Hey
 - 1. https://www.usef.org/forms-pubs/_wkXxv2A1WA/gr3-competition-licensing
 - iii. Lampton notes that if NorCal did pursue something along this line (approving a show that was not USEF rated), we would need to have similar requirements to those that USEF has
 - iv. Lampton and Hayes agree to confer further on this issue

VII. COMMITTEES

- 1. Banquet (Rattigan)
 - a. Rattigan notes that the banquet room has been secured for 2020
 - b. Rattigan notes that the banquet committee will start divvying up silent auction items
 - i. Asks board members to please keep things in mind for the silent auction
 - c. Wendy Nissen Award
 - i. [Nomination](#) submitted by Kelly Maddox - add to Sept agenda
- 2. Elections (Runk)
 - a. Runk notes the upcoming election deadlines
 - b. E-Mail blast to be sent soon regarding board member elections
 - c. Application is available on the website year-round
- 3. Publicity (Kalembert)
 - a. Hayes reiterates that social media campaigns have been well-received
 - b. Archer asks board to remember this is a tool all board members can use to share NorCal related items
- 4. Fundraising (Borges)
 - a. Discussed above in Financial review
- 5. Lobbying/Liaison (Kalembert)
 - a. Discussed above in New Business
- 6. Medal Finals (Runk)
 - a. Runk notes that West Palms and Medal Finals committee is working on increasing the sign size for the arena signage
 - b. Putting sponsors on leader board in some capacity may be an option

- i. Pony arena would not have a leaderboard
 - c. Prizes have all been ordered
 - d. Runk to discuss the draw party improvements with Nastri
 - e. Cafeteria should be open by the time of the medal finals
 - f. Archer spoke with Nastri regarding publicizing NorCal programs on the leaderboard
 - g. Board members needed to help with each final- Contact Runk
 - i. At least 2 per Final
- 7. Rules (Lambert)
 - a. Rules up to date and online
- 8. Show Standards (Kalembur)
 - a. No updates
- 9. Special Events
 - a. Clinic (Hayes) - Scott Hofstetter
 - i. Polli created a nice ad for social media and Riding magazine
 - b. Eq Classics (Runk)
 - i. Awards have been ordered and will be sent to Brookside
 - c. Developing Young Professional Program (Archer/Borges)
 - i. Archer noted that the Menlo trainer symposium went extremely well
 - 1. Many stayed after to talk further with speakers
 - 2. Though attendance was good, there is a need for more young professionals to get involved
 - ii. Archer noted that the second symposium will be done during Sacramento International
 - 1. Begin sharing date and time on social media
 - 2. More details can be shared as we get closer to the event
 - iii. Kathy Hobstetter indicated that she would be interested in joining forces with NorCal regarding this - Archer and Borges to talk further with her
 - 1. Hobstetter is teamed with Equestrian Sports Advocates
 - iv. Archer notes that we need to attract more young developing professionals for future symposiums
 - 1. Archer asks for older professionals to help enable young professionals to attend these meetings and be present to take advantage of the opportunity

- v. Archer notes that it would be best to wait to bring out a scholarship program in 2020 in an effort to gain momentum with the young professional endeavor

10. Technology (Lampton)

- a. Lampton to work on posting application online once all details are received from LEI

Meeting adjourned at 4:07 pm

VII. DATE & LOCATION OF NEXT MEETING

Next Meeting: September 25 @ 3pm

Location:

Murieta Equestrian Center

7200 Lone Pine Drive

Rancho Murieta, CA 95683

Exact Location on Facility: TBA